



Report on the Participation  
of Coir Board and  
Indian Coir Sector  
in



24-27 January, 2017



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The participation of Coir Board and the deputation of Shri. M. Kumara Raja, Secretary, Coir Board for the IPM Essen 2017 Fair was approved by the Ministry vide letter N. 4(11)/2016-Coir dated 10th January 2017 for the period from 24 – 27 January 2017 (excluding travel time) for organizing Board's participation in the fair.

## About IPM ESSEN- GERMANY

IPM ESSEN 2017 is a creative source of stimuli for florists and the floral retail trade. Live Shows and POS Presentation Give Tips for Raising. From 24 - 27 January 2017, the international

green sector are guests at Messe Essen. At the world's leading fair for horticulture, floral inspirations, fresh ideas and innovative designing techniques will await florists and decision takers from the flowery retail trade. IPM ESSEN portrayed the entire value added chain of plant production: Around 1,600 exhibitors from 50 countries showed their innovations in the Plants, Technology, Floristry and Garden Features areas. The trade fair offered unique access to the range relevant to florists as well as to new POS concepts: International floral designers brought tomorrow's trends on to the stage in live shows. Anybody who would like to arouse the



enthusiasm of their customers and to address new target groups must not miss the creative Meet & Greet of the international floristry scene.

IPM ESSEN gathered all the components in order to equip the floral retail trade with new creations for raising turnover. Florists and other trade visitors offered a multifaceted creative exchange for gaining inspiration, exchanging specialist ideas and placing orders. At the heart of the fair site in the adjacent Halls 4 and 6, it will be possible to find a wide range of products needed by florists such as cachepots, ceramics, wickerwork and decoration articles. Furthermore, a comprehensive overview of the

market imparted in the Plants area with the focus on Halls 1 and 2. Countless new products in the fields of cut flowers and pot plants introduced in the Innovation Showcase of the Central Horticultural Association in Hall 1A. An extensive supporting programme accompanied the fair and provided insights into the fields of marketing techniques, winning over target groups as well as point of sale concepts - also concentrated in the Green City in Hall 1A. The IPM Essen Fair is at Germany and it is also Gateway for European market for coir products. An analysis of coir export to Germany and European market is given below.



### PRODUCT WISE EXPORT TO GERMANY DURING LAST THREE YEARS

Sl. No.	Product	2015-16		2014-15		2013-14	
		Qty	Value	Qty	Value	Qty	Value
1	Tufted Mats	3682	3291.37	4118	4188.18	4697	4865.04
2	Coir Pith	4982	955.48	3354	570.12	1428	240.76
3	Handloom Mats	523	518.55	930	738.41	662	699.06
4	Coir Geo-Textiles	240	237.44	355	342.37	293	301.75
5	Handloom Matting	90	167.29	131	239.33	342	451.48
6	Coir Yarn	202	167.28	185	152.23	167	153.10
7	Rubberised Coir	84	116.58	60	87.65	60	79.28
8	Coir Fibre	174	36.07	204	38.83	3	0.48
9	Curled Coir	51	23.28	69	28.51	29	12.13
10	Coir Rope	10	10.43	0	0.00	0	0.00
11	Coir Other Sorts	3	4.00	15	15.07	4	3.92
12	Powerloom Matting	3	3.16	0	0.00	0	0.00
13	Coir rugs	0	0.00	10	12.13	0	0.00
14	Powerloom Mats	0	0.00	2	1.48	0	0.00
	<b>Total</b>	<b>10043</b>	<b>5530.92</b>	<b>9432</b>	<b>6414.31</b>	<b>7687</b>	<b>6807.00</b>

Qty- Quantity in MT, Value in Rs. Lakhs

## Destination Wise Export of Coir Products to Europe during last 3 Years

Sl. No.	Country	2015-16		2014-15		2013-14	
		Qty	Value	Qty	Value	Qty	Value
1	Austria	87	51.43	96	92.82	63	57.22
2	Belgium	4305	2056.10	4131	1592.92	3342	1820.11
3	Bulgaria	294	114.82	212	86.38	222	74.14
4	Croatia	119	32.49	217	149.51	139	128.87
5	Cyprus	295	65.99	652	29.55	338	4.68
6	Czech Republic	65	17.23	144	54.65	179	6.54
7	Denmark	718	347.06	639	348.63	595	435.48
8	Estonia	402	370.88	716	900.77	631	801.93
9	Finland	397	156.22	279	127.81	179	131.93
10	France	5419	3131.71	5571	3470.96	5110	532.81
11	Germany	10043	5530.92	9432	6414.31	7687	6807
12	Greece	2143	867.61	3887	946.23	2270	829.09
13	Hungary	1380	400.09	1392	437.92	1371	392.88
14	Ireland	5942	1040.21	1339	347.66	6538	14.86
15	Italy	28697	6856.58	25657	6367.14	20134	5822.61
16	Latvia	2284	632.75	1462	522.44	475	302.75
17	Lithuania	41	32.81	133	83.91	94	93.22
18	Malta	0	0.00	106	4.99	1	0.81
19	Netherlands	73735	16027.58	62272	11970	53787	10870.04
20	Poland	1808	1079.95	2776	1074.15	2419	1371.13
21	Portugal	795	411.16	904	512.13	911	571.84
22	Romania	167	148.04	660	308.12	269	135.9
23	Slovakia	27	21.51	1	1.28	0	0
24	Slovenia	0	0.00	22	9.06	13	10.03
25	Spain	35769	6947.62	20282	4143.09	21198	4079.08
26	Sweden	778	646.69	976	741.29	781	719.56
27	United Kingdom	0	0.00	15270	8543.88	11987	8600.98
	<b>Total</b>	<b>175707</b>	<b>46987.45</b>	<b>159228</b>	<b>49391.58</b>	<b>140732</b>	<b>48565.23</b>

Qty- Quantity in MT, Value in Rs. Lakhs

## Participation of Indian Coir Sector

The venue of the Fair was Essen, Germany held from 24 – 27 January 2017. The Board has reserved 88 Sq.mtr. space in Stand No. 3A 17 and 32 Sq.mtr. in Stand No. 7 B 33 in the IPM for organizing participation of Indian Coir Sector. 27 Entrepreneurs / Exporters from Indian Coir Sector participated in the Fair through the Coir Board pavilion. The list of participants is attached as annexure-1. This Fair is the gateway for European growers, florists etc. in Holland, Spain, France etc.



Sufficient exhibits of coir and coir products like garden articles, fibre, pith products tufted mats and mattings etc. and publicity materials were displayed the stalls. The Indian delegates were advised to handle enquiries and buyers under guidance of Shri. M. Kumaa Raja, Secretary, Coir Board. A pen drive uploading the Corporate Film on history of Indian Coir Industry and other videos on functional applications of



coir pith, coir geotextiles, Green House etc. have been displayed in the Coir Board Pavilion. Indian Flag was displayed in the Pavilion in a befitted manner. Coir Board extended special invitation to all growers in Germany to visit the Indian Pavilion and many responded too. Coir Board organised the Republic Day Celebrations in the stall with all participants.

### Visitors to the Board's Stall

1100 number of visitors visited to the Board's stall from different parts of Germany ad surrounding areas. A total number of 301 enquiries were received in the Board's stall. The enquiries received by Coir Board have already been issued on to the Export Marketing Division of the Board for circulation to trade.





### Feedback from the other parties

The feedback form received from Indian Business delegates were summarized and attached as annexure-2. The original feedback forms were passed on to Export Marketing Division of Coir Board.

### Cost Analysis and Recommendations

The expenditure allocated for organizing the participation at IPM Essen Exhibition was 98,388 US\$. The trade enquiries received and the extent to which the Board could popularize in coir and coir products in Germany through the participation of this fair could establish that the expenditure incurred for organizing the fair is worth more than cost. If the trade enquiries

received by the exporters could be converted into export orders, the venture would be a remarkable one in terms of money for value. The delegates participated (12) canvassed enquiries worth 6.38 lakhs US\$ and orders generated worth 1.8 Crores US\$ (approx) of coir pith and value added coir products from various buyers. Being more retail enquiries in the fair reveals that great scope for many Indian/German Companies to establish trade house for the supply to green houses and other retail requirements.

The Sri Lankan Companies also had their stalls through Coconut Development Authority of Sri Lanka and Indian entrepreneurs made it as a great a show and most of the enquiries were turned on to all participants from India.





Few Indian Exporters like Sivanthi Joe Exports, Mada Pattu Exports were having their individual stalls in the Expo and enquiries and orders were being received by them.

Few of the exporters could not receive their consignment send from Tamil Nadu due to customs problems in Germany. In spite of Board intervention, they were not able to get it due to high cost requested the clearing agents locally. Board intervened and arranged the spare products from the fellow participants and displayed to get orders for all exporters/ entrepreneurs.

The representation from India was from Tamil Nadu, Kerala and Karnataka State Industries.

A good coverage was given by the International Agri Magazines about the participants of Indian Coir Exporters.

- Discussions were held with buyers like Ziffy and fibre dust LLC of USA opening Industries in India under Make in India Programme.
- The Fair is recommended for the next year

participation and stalls to be booked in advance.

- It is preferable to have Island stalls and to limit the exporters 10 to 15 which will be easy to handle the business to India .

- It is also suggested that Coir Board to participate in the forth coming Expo of Green tech 2018 (12 – 13 June 2018) in halls 8 – 12 at RAI Convention Centre, Amsterdam which will propose Cocopeat and garden article sector of India.



The undersigned and the members of the delegation are very much thankful to Hon'ble Union Ministers and high dignitaries of Ministry of MSME, Govt. of India and especially to Chairman, Coir Board for giving the best opportunity and guidance to explore the market for coir products in Germany.

Encl: as above

(M. KUMARA RAJA)  
SECRETARY, COIR BOARD